

Amendment to the Claims:

This Listing of the claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A business method for influencing consumer purchase of retail sales items, comprising the steps of:

- (a) creating an electronic consumer database for each of a plurality of retail stores, the database indicating a purchase history of items purchased by consumers at the retail store;
- (b) determining when a common item is offered for sale by each of the retail stores at a reduced retail sales price, the reduced retail sales price being effective for a promotion period determined by each retail store; and
- (c) based on the promotion periods period for the common item at respective one of said retail stores and the purchase history of the consumers, offering the common item the manufacturer offering a price discount to a predetermined select group of consumers with a price discount established by a manufacturer of the common item, the manufacturer price discount resulting in a target sales price adapted to influence purchase by the consumer.

2. (original) A business method according to claim 1, wherein the manufacturer's price discount is offered at each of the retail stores exclusively during the promotion period for each retail store, such that the target sales price for the item is less than the reduced retail sales price.

3. (original) A business method according to claim 1, wherein the manufacturer's price discount is offered at each of the retail stores outside of the promotion period for each retail store.
4. (original) A business method according to claim 1, and comprising providing a personalized saving sheet to each consumer of the select group of consumers indicating the target sales price of the item.
5. (original) A business method according to claim 4, wherein the personalized saving sheet indicates a total savings to the consumer when purchasing the item at the retail store.
6. (original) A business method according to claim 4, and comprising electronically sending the personalized saving sheet to the consumer prior to the consumer entering the retail store.
7. (original) A business method according to claim 4, and comprising presenting the personalized saving sheet to the consumer at the retail store.
8. (original) A business method according to claim 1, wherein the item is sold for the target sales price only when purchased in quantities of two or more.

9. (original) A business method according to claim 1, wherein the item is offered for sale at the target sales price for only one day of the promotion period.

10. (original) A business method according to claim 1, wherein the item is one that the consumer has a history of purchasing at the retail store.

11. (original) A business method according to claim 1, wherein the item is one that the consumer has no history of purchasing at the retail store.

12. (original) A business method according to claim 1, and comprising automatically applying the target sales price to the item at a point of sale.

13. (currently amended) A business method for influencing consumer purchase of retail sales items, comprising the steps of:

(a) creating an electronic consumer database for each of a plurality of retail stores, the database indicating a purchase history of items purchased by consumers at the retail store;

(b) determining when a common item is offered for sale by each of the retail stores at a reduced retail sales price, the reduced retail sales price being effective for a promotion period determined by each retail store; and

(c) based on timing of the promotion periods period for the common item at respective one of said retail stores and the purchase history of the consumers, offering

a complementary item the manufacturer offering a price discount on a complementary item to a predetermined select group of consumers with a price discount established by a manufacturer of the complementary item, the manufacturer price discount resulting in a target sales price adapted to influence purchase by the consumer.

14. (original) A business method according to claim 13, wherein the manufacturer's price discount is offered at each of the retail stores exclusively during the promotion period for each retail store.

15. (original) A business method according to claim 13, wherein the complementary item is offered for sale at the target sales price for only one day of the promotion period.

16. (original) A business method according to claim 13, wherein the complementary item is one that the consumer has a history of purchasing at the retail store.

17. (original) A business method according to claim 13, wherein the complementary item is one that the consumer has no history of purchasing at the retail store.

18. (original) A business method according to claim 13, and comprising automatically applying the target sales price to the complementary item at a point of sale.

19. (currently amended) A business method for influencing consumer purchase of retail sales items, comprising the steps of:

- (a) purchasing an item from a manufacturer for resale at a retail store;
- (b) establishing a retail sales price for the item;
- (c) promoting the item for sale at a reduced retail sales price, the reduced

retail sales price being effective for a promotion period determined by the retail store;

(d) accessing consumer information stored in an electronic computer database; and

(e) (d) during the promotion period and based on the consumer information, offering the item the manufacturer offering a price discount to a predetermined select group of consumers at a price discount established by the manufacturer, the price discount being valid exclusively during the promotion period and resulting in a target sales price less than the reduced retail sales price.

20. (original) A business method according to claim 19, and comprising providing a personalized saving sheet to each consumer of the select group of consumers indicating the target sales price of the item.

21. (original) A business method according to claim 20, wherein the personalized saving sheet indicates a total savings to the consumer when purchasing the item at the retail store.

22. (original) A business method according to claim 20, and comprising electronically sending the personalized saving sheet to the consumer prior to the consumer entering the retail store.

23. (original) A business method according to claim 20, and comprising presenting the personalized saving sheet to the consumer at the retail store.

24. (original) A business method according to claim 19, wherein the item is sold by the retail store for the target sales price only when purchased in quantities of two or more.

25. (original) A business method according to claim 19, wherein the item is offered for sale at the target sales price for only one day of the promotion period.

26. (original) A business method according to claim 19, wherein the item is one that the consumer has a history of purchasing at the retail store.

27. (original) A business method according to claim 19, wherein the item is one that the consumer has no history of purchasing at the retail store.

28. (original) A business method according to claim 19, and comprising automatically applying the target sales price to the item at a point of sale.

29. (currently amended) A business method for influencing consumer purchase of retail sales items, comprising the steps of:

- (a) selling an item to a plurality of retail stores for subsequent resale to consumers;
- (b) disbursing manufacturer trade funds to the retail stores to promote the item for sale at reduced retail sales prices, the reduced retail sales prices being effective for promotion periods determined by each of the retail stores;
- (c) determining a manufacturer price discount for the item sold by the retail stores to consumers;
- (d) accessing consumer information stored in an electronic computer database; and
 - (e) (f) during the promotion period for each retail store and based on the consumer information, applying the manufacturer offering the manufacturer price discount to on the item for to a predetermined select group of consumers thereby establishing a target sales price less than the reduced retail sales price of the item, the manufacturer price discount being valid at each of the retail stores exclusively during the promotion period for the individual retail store.

30. (original) A business method according to claim 29, and comprising providing a personalized saving sheet to each consumer of the select group of consumers indicating the target sales price of the item.

31. (original) A business method according to claim 30, wherein the personalized saving sheet indicates a total savings to the consumer when purchasing the item at the retail store.

32. (original) A business method according to claim 30, and comprising electronically sending the personalized saving sheet to the consumer prior to the consumer entering the retail store.

33. (original) A business method according to claim 30, and comprising presenting the personalized saving sheet to the consumer at the retail store.

34. (original) A business method according to claim 29, wherein the item is sold by the retail store for the target sales price only when purchased in quantities of two or more.

35. (original) A business method according to claim 29, wherein the item is offered for sale at the target sales price for only one day of the promotion period.

36. (original) A business method according to claim 29, wherein the item is one that the consumer has a history of purchasing at the retail store.

37. (original) A business method according to claim 29, wherein the item is one that the consumer has no history of purchasing at the retail store.

38. (original) A business method according to claim 29, and comprising automatically applying the target sales price to the item at a point of sale.

39. (currently amended) A business method for influencing consumer purchase of retail sales items, comprising the steps of:

(a) creating an electronic consumer database for each of a plurality of retail stores, the database indicating a purchase history of items purchased by consumers at the retail stores;

(b) determining when a common item is offered for sale by each of the retail stores at a reduced retail sales price, the reduced retail sales price being effective for a promotion period determined by each retail store; and

(c) during the promotion periods period for the common item at respective one of said retail stores and the purchase history of the consumers, offering the common item the manufacturer offering a price discount to a predetermined select group of consumers with a price discount established by a manufacturer of the common item, the price discount being valid exclusively during the promotion period for each retail store, and resulting in a target sales price less than the reduced retail sales price.

40. (original) A business method according to claim 39, wherein the item is sold by the retail store for the target sales price only when purchased in quantities of two or more.

41. (original) A business method according to claim 39, wherein the item is offered for sale at the target sales price for only one day of the promotion period.